

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUG. 27-SEPT. 2, 1979 2

New York Time					NIELSEN AVERAGE				New York Time					NIELSEN AVERAGE													
Duration					AUDIENCE				Duration					AUDIENCE													
Day									Day																		
Ntwk									Ntwk																		
Households					Share				Households					Share													
(000)					%				(000)					%													
No. Sta.					Prog. Covg.				No. Sta.					Prog. Covg.													
Program Name					Program Name					Program Name					Program Name												
EVENING																											
ABC FRIDAY NIGHT MOVIE					9:00	120	FRI.	A	9,760	13.1	26	183	96	MRS. COLUMBO					10:00	60	THU.	N	7,450	10.0	18	192	97
ABC MONDAY NIGHT BASEBALL					8:00	184	MON.	A	9,460	12.7	22	196	99	NBC MONDAY NIGHT MOVIES					9:00	120	MON.	N	11,700	15.7	26	204	99
ABC NEWSBRIEF-M-F					VAR	VAR	TU-F	A	14,080	18.9	34	184	96	NBC NEWS UPDATE-M-F					8:58	01	M-F	N	9,540	12.8	24	177	90
ABC NEWSBRIEF-SAT.					8:58	01	SAT.	A	9,610	12.9	28	194	97	NBC NEWS UPDATE-SAT.					8:58	01	SAT.	N	11,620	15.6	34	191	93
ABC NEWSBRIEF-SUN.					8:58	01	SUN.	A	11,250	15.1	30	176	97	NBC NEWS UPDATE-SUN.					9:02	01	SUN.	N	9,690	13.0	25	188	95
ABC SUNDAY NIGHT MOVIE					9:00	150	SUN.	A	10,580	14.2	28	125	86	NBC NIGHTLY NEWS-SAT.					6:30	30	SAT.	N	5,290	7.1	20	151	81
ABC WORLD NEWS TONIGHT					6:30	30	M-F	A	7,380	9.9	22	198	99	NBC NIGHTLY NEWS					6:30	30	M-F	N	7,670	10.3	23	208	99
ABC WRLD NEWS-SUN(B)					6:30	30	SUN.	A	3,580	4.8	14	74	61	NBC WED. NIGHT MOVIES					9:00	120	WED.	N	9,910	13.3	24	192	93
ALICE					9:00	30	SUN.	C	11,990	16.1	31	157	90	NEWSBREAK-M-F					8:58	01	M-F	C	8,420	11.3	21	153	88
ALL IN THE FAMILY					8:00	30	SUN.	C	10,210	13.7	31	186	97	NEWSBREAK-SAT.					8:52	01	SAT.	C	5,740	7.7	17	170	93
ALL-STAR JUNIOR PYRAMID(S)					7:30	30	SUN.	A	4,840	6.5	16	171	96	NEWSBREAK-SUN.					8:58	01	SUN.	C	9,830	13.2	27	165	89
ANGIE					8:30	30	THU.	A	14,680	19.7	38	189	97	ONE DAY AT A TIME					8:30	30	SUN.	C	10,060	13.5	28	187	96
B.J. AND THE BEAR					9:00	120	SAT.	N	11,700	15.7	31	197	98	PLASTICMAN-SAT-SNEAK PEEK(S)					7:00	30	SUN.	A	4,620	6.2	16	170	97
BAD NEWS BEARS					8:00	30	SAT.	C	8,120	10.9	26	186	98	PRIME TIME SUNDAY					10:00	60	SUN.	N	5,740	7.7	15	167	89
BARNABY JONES					10:00	60	THU.	C	12,140	16.3	30	185	99	PROJECT U.F.O.					8:00	60	THU.	N	6,330	8.5	17	165	91
BARNEY MILLER					9:00	30	THU.	A	16,170	21.7	39	191	99	QUINCY, M.E.					9:00	60	THU.	N	9,690	13.0	23	206	96
BIG EVENT-TUE.					9:00	120	TUE.	N	11,320	15.2	26	205	99	REAL PEOPLE					8:00	60	WED.	N	9,610	12.9	26	199	94
BIG EVENT					8:00	120	SUN.	N	8,200	11.0	22	175	93	ROCKFORD FILES					9:00	60	FRI.	N	9,980	13.4	27	203	95
CAROL BURNETT & COMPANY					8:00	60	SAT.	A	8,790	11.8	27	196	99	ROPERS					8:30	30	SUN.	A	10,280	13.8	29	185	98
CBS EVENING NEWS-CRONKITE					6:30	30	M-F	C	8,640	11.6	26	193	99	RUNAWAYS					8:00	60	TUE.	N	8,270	11.1	21	187	91
CBS SAT. NEWS-SCHIEFFER					6:30	30	SAT.	C	5,140	6.9	20	147	88	60 MINUTES					7:00	60	SUN.	C	11,250	15.1	37	199	99
CBS TUESDAY NIGHT MOVIES					9:00	120	TUE.	C	9,540	12.8	22	171	96	SOAP(S)					9:30	90	THU.	A	16,690	22.4	40	183	98
CBS WEDNESDAY NIGHT MOVIE					9:00	120	WED.	C	9,910	13.3	24	179	95	TAXI					10:30	30	TUE.	A	14,230	19.1	34	178	96
CHARLIE'S ANGELS					9:00	60	WED.	A	15,940	21.4	38	196	98	THAT'S ENTERTAINMENT(S)					8:30	150	SAT.	C	7,970	10.7	22	190	99
CHIPS					8:00	60	SAT.	N	11,250	15.1	34	207	98	THREE'S COMPANY					10:00	30	TUE.	A	15,300	20.8	35	178	95
DALLAS					10:00	60	FRI.	C	12,520	16.8	33	188	98	240-ROBERT(S)					8:30	90	TUE.	A	16,610	22.3	39	197	99
DIFF'RENT STROKES					8:00	30	FRI.	N	10,650	14.3	33	206	96	VEGA\$					10:00	60	WED.	A	14,680	19.7	35	175	96
DOROTHY					8:00	30	WED.	C	6,030	8.1	17	151	85	WALTONS					8:00	60	THU.	C	6,480	8.7	17	179	94
DUKES OF HAZZARD					9:00	60	FRI.	C	13,340	17.9	36	186	99	WHITE SHADOW					8:00	60	MON.	C	10,650	14.3	27	172	97
EDDIE CAPRA MYSTERIES					10:00	60	FRI.	N	9,010	12.1	24	187	93	WKRP IN CINCINNATI					9:30	30	MON.	C	18,030	24.2	40	197	98
EIGHT IS ENOUGH					8:00	60	WED.	A	12,960	17.4	35	198	99	WONDER WOMAN(S)					8:00	60	TUE.	C	8,640	11.6	22	150	86
FACTS OF LIFE					8:30	30	FRI.	N	10,080	13.5	29	193	94	WONDERFUL-DISNEY(B)					7:03	35	SUN.	N	6,260	8.4	21	181	82
FANTASY ISLAND					8:00	60	FRI.	A	7,300	9.8	22	188	97	WONDERFUL WORLD OF DISNEY					7:38	22	SUN.	N	8,490	11.4	27	211	99
HANGING IN					8:30	30	WED.	C	5,510	7.4	14	156	86	NUMBER OF PROGRAMS					78								
HAPPY DAYS					8:00	30	TUE.	A	15,200	20.4	39	205	99	LATE FRINGE													
HAWAII FIVE-O					9:00	60	THU.	C	10,060	13.5	24	176	97	ABC WEEKEND REPORT-SAT.					11:00	15	SAT.	A	4,540	6.1	14	148	87
INCREDIBLE HULK					8:00	60	FRI.	C	9,760	13.1	29	187	98	ABC WEEKEND REPORT-SUN(B)					11:30	15	SUN.	A	4,840	6.5	17	91	74
JEFFERSONS					9:30	30	SUN.	C	12,670	17.0	32	144	88	ANDY'S FUN HOUSE(S)					11:30	65	TUE.	A	6,180	8.3	29	177	95
LAVERNE AND SHIRLEY					8:00	30	THU.	A	14,080	18.9	40	193	98	BARETTA-WED.					12:37	45	WED.	A	3,650	4.9	29	171	96
LITTLE HOUSE-PRAIRIE					8:00	60	MON.	N	12,740	17.1	32	216	98	BARETTA-THU.					12:37	46	THU.	A	3,580	4.8	28	167	95
LOU GRANT					10:00	60	MON.	C	17,060	22.9	39	189	99														
LOVE BOAT					9:00	120	SAT.	A	11,770	15.8	32	190	98														
M*A*S*H(B)					10:00	60	SUN.	C	13,930	18.7	36	136	87														
M*A*S*H					9:00	30	MON.	C	18,770	25.2	42	198	99														
MORK & MINDY					8:00	30	SUN.	A	10,950	14.7	34	191	99														

A Partial time interruption within program.

* Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

U.S. TV Households: 74,500,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUG. 27-SEPT. 2, 1979 4

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day	Households (000)		Share %	%			
LATE FRINGE (CONT)									
CBS SUNDAY NEWS-BRADLEY	11:00	15	SUN.	C	6,330	8.5	17	101	69
LAS VEGAS SHOWGIRL PAGNT.(S)	11:30	65	FRI.	A	5,510	7.4	23	155	88
LATE MOVIE I	VAR	VAR	M-F	C	5,360	7.2	26	164	92
LATE MOVIE II	VAR	VAR	M-F	C	3,430	4.6	27	164	92
MIDNIGHT SPECIAL	1:00	90	FRI.	N	2,760	3.7	24	203	98
NBC LATE NIGHT MOVIE	11:30	121	SUN.	N	2,090	2.8	10	86	49
POLICE STORY-MON.	12:05	71	MON.	A	2,310	3.1	15	177	96
POLICE STORY-MON. 2	1:16	48	MON.	A	2,680	3.6	29	177	96
POLICE WOMAN	11:30	67	WED.	A	5,440	7.3	26	180	97
SATURDAY NIGHT	11:30	81	SAT.	N	9,010	12.1	39	213	99
STARSKY AND HUTCH-11:30	11:30	67	THU.	A	6,410	8.6	29	179	96
TOMORROW SHOW	1:00	VAR	M-TH	N	2,240	3.0	22	174	97
TONIGHT SHOW	11:30	VAR	M-F	N	5,440	7.3	26	213	99
U.S. OPEN TEN. HILITE-WED(S)	11:30	15	WED.	C	4,840	6.5	20	170	94
U.S. OPEN TEN. HILITE-THU(S)	11:30	15	THU.	C	6,630	8.9	26	171	94
U.S. OPEN TEN. HILITE-FRI(S)	11:30	15	FRI.	C	6,780	9.1	24	162	93
U.S. OPEN TEN. HILITE-SAT(S)	11:30	15	SAT.	C	4,100	5.5	15	138	86
U.S. OPEN TEN. HILITE-SUN(S)	11:30	15	SUN.	C	4,690	6.3	16	97	74
NUMBER OF PROGRAMS 23									

WEEKDAY DAYTIME

ALL IN THE FAMILY M-F	10:00	30	M-F	C	3,130	4.2	21	153 86
ALL MY CHILDREN	1:00	60	M-F	A	7,000	9.4	32	190 98
ANOTHER WORLD	2:30	VAR	M-F	N	4,620	6.2	21	204 98
AS THE WORLD TURNS	1:30	60	M-F	C	5,510	7.4	25	191 99
CAPTAIN KANGAROO	8:00	60	M-F	C	2,090	2.8	17	181 98
CARD SHARKS	10:00	30	M-F	N	2,980	4.0	20	135 80
CBS LATE MORNING NEWS	10:54	06	M-F	C	2,980	4.0	20	151 88
DAYS OF OUR LIVES	1:00	60	M-F	N	5,290	7.1	24	208 99
DOCTORS	2:00	30	M-F	N	4,690	6.3	22	200 98
EDGE OF NIGHT	4:00	30	M-F	A	4,320	5.8	20	161 87
FAMILY FEUD	11:30	30	M-F	A	5,440	7.3	31	193 99
GENERAL HOSPITAL	3:00	60	M-F	A	7,900	10.6	35	190 98
GOOD MORNING, AMERICA-730	7:30	30	M-F	A	2,310	3.1	25	188 98
GOOD MORNING, AMERICA-830	8:30	30	M-F	A	3,280	4.4	25	193 97
GUIDING LIGHT	2:30	60	M-F	C	5,590	7.5	26	189 99
HIGH ROLLERS	11:00	30	M-F	N	3,500	4.7	22	189 93
HOLLYWOOD SQUARES	10:30	30	M-F	N	3,350	4.5	22	165 87
LAVERNE & SHIRLEY M-F	11:00	30	M-F	A	5,440	7.3	34	177 97
LOVE OF LIFE	4:00	30	M-F	C	2,530	3.4	11	142 80
M*A*S*H M-F	3:30	30	M-F	C	5,810	7.8	25	187 94
MINDREADERS	12:00	30	M-F	N	2,830	3.8	15	158 76
MORNING MON-FRI	7:15	45	M-F	C	1,420	1.9	16	178 98
ONE LIFE TO LIVE	2:00	60	M-F	A	7,230	9.7	33	190 99
PASSWORD PLUS	12:30	30	M-F	N	3,430	4.6	17	160 82
PRICE IS RIGHT I	11:00	30	M-F	C	4,170	5.6	26	189 96

Program Name	New York Time		Day	Ntwk	NIELSEN AVERAGE AUDIENCE		No. Sta.	Prog. Covg.
	Duration				Households (000)	Share %		
PRICE IS RIGHT 2	11:30	30	M-F	C	5,140	6.9	30	189 96
RYAN'S HOPE	12:30	30	M-F	A	5,140	6.9	25	183 97
SEARCH FOR TOMORROW	12:30	30	M-F	C	6,410	8.6	32	186 96
TODAY SHOW-7.30AM	7:30	30	M-F	N	2,610	3.5	28	215 99
TODAY SHOW-8.30AM	8:30	30	M-F	N	3,200	4.3	25	214 99
\$20,000 PYRAMID	12:00	30	M-F	A	3,500	4.7	18	168 90
WHEEL OF FORTUNE	11:30	30	M-F	N	4,020	5.4	23	199 97
WHEW	10:30	24	M-F	C	3,280	4.4	22	165 92
YOUNG AND THE RESTLESS	1:00	30	M-F	C	7,600	10.2	38	192 98
NUMBER OF PROGRAMS 34								
WEEKEND DAYTIME								
ABC WIDE WORLD-SPORTS SAT	5:54	36	SAT.	A	5,070	6.8	22	200 99
ALL NEW PINK PANTHER	12:00	30	SAT.	A	3,730	5.0	24	176 92
ALL NEW POPEYE HOUR 1	8:00	30	SAT.	C	2,610	3.5	31	184 95
ALL NEW POPEYE HOUR 2	8:30	30	SAT.	C	3,650	4.9	32	184 95
ALVIN AND THE CHIPMUNKS	8:00	30	SAT.	N	1,790	2.4	24	192 96

AMERICAN BANDSTAND '79	12:30	60	SAT.	A	3,200	4.3	21	168 85
ANIMALS, ANIMALS, ANIMALS	11:30	30	SUN.	A	1,790	2.4	12	133 83
BEST-KIDS ARE PEOPLE TOO	11:30	30	SAT.	A	2,830	3.8	18	171 90
BUFOR & GALLOPING GHOST	12:00	30	SAT.	N	2,830	3.8	18	160 76
BUGS BUNNY/ROAD RUNNER 1	9:00	30	SAT.	C	5,440	7.3	38	197 99
BUGS BUNNY/ROAD RUNNER 2	9:30	30	SAT.	C	6,110	8.2	39	198 99
BUGS BUNNY/ROAD RUNNER 3	10:00	30	SAT.	C	6,180	8.3	38	198 99
CBS NFL FOOTBALL PRE GAME	12:30	30	SUN.	C	5,360	7.2	29	183 99
CBS NFL FOOTBALL GAME 1	1:00	189	SUN.	C	9,090	12.2	38	195 99
CHALLENGE-SUPERFRIENDS 1	10:00	30	SAT.	A	3,730	5.0	24	192 99
CHALLENGE-SUPERFRIENDS 2	10:30	30	SAT.	A	4,840	6.5	31	193 99
CHALLENGE-SUPERFRIENDS 3	11:00	30	SAT.	A	5,220	7.0	33	193 99
CLUE CLUB	8:30	30	SUN.	C	970	1.3	13	40 34
DAFFY DUCK	10:30	30	SAT.	N	4,020	5.4	26	202 98
FABULOUS FUNNIES	12:30	30	SAT.	N	2,460	3.3	16	136 71
FACE THE NATION	11:30	30	SUN.	C	1,490	2.0	10	152 92
FANGFACE	8:00	30	SAT.	A	2,010	2.7	25	185 95
FANTASTIC FOUR	8:30	30	SAT.	N	2,010	2.7	19	193 97
FAT ALBERT AND COSBY KIDS	12:30	30	SAT.	C	3,430	4.6	22	178 94
FRED AND BARNEY SHOW	11:00	30	SAT.	N	3,800	5.1	24	198 97
GODZILLA SUPER 90 I	9:00	30	SAT.	N	2,530	3.4	19	201 99
GODZILLA SUPER 90 II	9:30	30	SAT.	N	3,500	4.7	22	201 99
GODZILLA SUPER 90 III	10:00	30	SAT.	N	3,050	4.1	19	201 99
IN THE NEWS- 8.26AM	8:26	03	SAT.	C	2,980	4.0	32	185 95
IN THE NEWS- 8.56AM	8:56	03	SAT.	C	3,950	5.3	32	184 95

Δ Partial time interruption within program.
 - Excludes delays which occurred after the week covered by this report.
 (S) Special or Preempting Program. (B) Breakout due to coverage or change in telecast day.

U.S. TV Households: 74,500,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUG. 27-SEPT. 2, 1979 6

Program Name	New York Time			NIELSEN AVERAGE			No. Prog. Sta.	Covg.
	Duration	Day	Ntwk	Households (000)	Share %	Share %		
WEEKEND DAYTIME (CONT)								
IN THE NEWS- 9.26AM	9:26	03 SAT.	C	5,740	7.7	39	197	99
IN THE NEWS- 9.59AM	9:59	03 SAT.	C	6,710	9.0	41	198	99
IN THE NEWS-10.26AM	10:26	03 SAT.	C	5,660	7.6	35	198	99
IN THE NEWS-11.33AM	11:33	03 SAT.	C	4,620	6.2	29	191	97
IN THE NEWS-11.56AM	11:56	03 SAT.	C	4,470	6.0	28	191	97
IN THE NEWS-12.26PM	12:26	03 SAT.	C	3,500	4.7	22	173	93
IN THE NEWS-12.56PM	12:56	03 SAT.	C	3,350	4.5	21	178	94
IN THE NEWS- 8.26AM-SUN.	8:26	03 SUN.	C	750	1.0	13	46	39
IN THE NEWS- 8.56AM-SUN.	8:56	03 SUN.	C	1,040	1.4	13	40	34
ISSUES AND ANSWERS	12:00	30 SUN.	A	1,710	2.3	11	167	97
JETSONS	11:30	30 SAT.	N	4,770	6.4	30	194	96
KIDS ARE PEOPLE TOO II	10:30	30 SUN.	A	1,860	2.5	13	117	79
KIDS ARE PEOPLE TOO III	11:00	30 SUN.	A	2,160	2.9	15	117	79
MEET THE PRESS	12:00	30 SUN.	N	1,860	2.5	13	128	83
METRIC MARVELS-10:27AM	10:27	02 SAT.	N	2,760	3.7	17	201	99
METRIC MARVELS-11:57AM	11:57	02 SAT.	N	4,620	6.2	29	197	98
METRIC MARVELS-10:57AM	10:57	02 SAT.	N	3,870	5.2	25	201	97
NASL CHAMP. SOCCER-SAT	2:00	234 SAT.	A	2,160	2.9	11	187	96
NBC MAJOR LEAGUE PRE GAME	2:00	19 SAT.	N	4,020	5.4	25	191	93
NBC MAJOR LEAGUE BASEBALL	2:19	182 SAT.	N	6,110	8.2	31	191	93

NFL '79-NBC	12:30	30 SUN.	N	2,160	2.9	12	121	80
NFL FOOTBALL GAME 1-NBC	1:00	181 SUN.	N	5,740	7.7	25	200	75
NFL FOOTBALL GAME 2-NBC	4:01	179 SUN.	N	9,830	13.2	39	212	99
SCHOOLHOUSE ROCK-8.26AM	8:26	03 SAT.	A	2,310	3.1	26	185	95
SCHOOLHOUSE ROCK-8.57AM	8:57	03 SAT.	A	2,980	4.0	29	187	97
SCHOOLHOUSE ROCK-9.56AM	9:56	03 SAT.	A	3,130	4.2	19	187	97
SCHOOLHOUSE ROCK-11.26AM	11:26	03 SAT.	A	4,770	6.4	30	193	99
SCHOOLHOUSE ROCK-12.26PM	12:26	03 SAT.	A	3,650	4.9	23	176	92
SCHOOLHOUSE ROCK-11.55AM	11:55	04 SUN.	A	2,090	2.8	14	133	83
SCOOBY'S ALL STARS I	8:30	30 SAT.	A	2,610	3.5	27	187	97
SCOOBY'S ALL STARS II	9:00	30 SAT.	A	3,350	4.5	24	187	97
SCOOBY'S ALL STARS III	9:30	30 SAT.	A	3,200	4.3	20	187	97
SPACE ACADEMY	12:00	30 SAT.	C	3,500	4.7	23	173	94
SPORTSWORLD	5:21	39 SAT.	N	3,130	4.2	15	148	80
SUNDAY MORNING	9:00	90 SUN.	C	1,490	2.0	13	79	68
TARZAN AND SUPER SEVEN 1	10:30	30 SAT.	C	4,250	5.7	27	191	97
TARZAN AND SUPER SEVEN 2	11:00	30 SAT.	C	4,170	5.6	26	191	97
TARZAN AND SUPER SEVEN 3	11:30	30 SAT.	C	4,470	6.0	28	191	97
- U.S. AMATEUR GOLF CHAMP.(S)	5:00	90 SUN.	A	2,090	2.8	9	165	92
- U.S. OPEN TENNIS CHAMP-SA(S)	1:00	302 SAT.	C	2,530	3.4	13	167	97
- U.S. OPEN TENNIS CHAMP-SU(S)	4:11	169 SUN.	C	3,280	4.4	13	175	98
WHAT'S NEW, MISTER MAGOO	8:00	30 SUN.	C	520	.7	10	46	39
NUMBER OF PROGRAMS	72							

Δ Partial time interruption within program.

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(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

U.S. TV Households: 74,500,000